City Vision **Rochester** is a city that cares. Where all people are treated with dignity and respect. Where residents, employees, and visitors enjoy high quality of life. Where business and industry thrive, and where the land and environment are renewed and sustained for the benefit of all. It is a welcome and diverse community.

Renowned for it's reputation as a center for growth and innovation.

Characterized by its safe and friendly neighborhoods.

Committed to health and wellness for its people.

Connected both physically and socially.

Dedicated to the sustainable and responsible use of public resources.

Strategic Priorities

- Affordable Living
- Quality Services for Quality Living
- Economic Vibrancy and Growth Management

Foundational Principles

- Environmental Stewardship
- Public Safety

Ste

- Social Equity
- Fiscal Responsibility & Sustainability
- Compassion

Organizational Vision

A vibrant, compassionate, innovative team.

Action Plan

Action Plans will be developed to identify goals, actions and performance indicators that help advance priorities.

Strategic Priority: Affordable Living

Areas of Focus

- Housing variety and affordability
- Transportation options and access
- Equitable regulatory landscape and creative incentives
- Access to opportunities and amenities

Strategic Priority: Economic Vibrancy and Growth Management

Areas of Focus

- Create clarity, alignment and unity with economic development partners in defining city leadership and community values
- Establish competitive and sustainable approach to effectively allocate DMC resources, Legislative allocations, and city revenue
- Develop implementation tools and strategies for Comprehensive Plan to ensure current decisions reflect future projections
- Adopt design guidelines that better reflect Council and community values

Strategic Priority: Quality Services for Quality Living

Areas of Focus

- Cultural and Recreational opportunities that provide access and equity
- The organization and Services reflect changing demographics and needs identified by community
- Operations are sustainable, integrated, and easy to navigate
- Service delivery is optimized, cost effective, and reflect our Foundational Principles

In order to achieve these priorities, the Council has committed to a legislative and process structure that emphasizes **Strategic Governance and Inclusive Decision-Making**:

- Service delivery models consider partnerships where City is not always the leader
- Decision-making is informed by citywide communication and engagement strategy with Diversity/Equity/Inclusion (DEI) at the forefront
- Teammates create action plans/annual commitments aligned with Foundational Principles and Strategic Priorities
- Policy and operational actions reflect equitable community investment